

LEO BURNETT U.S.A.

a subsidiary of Leo Burnett Worldwide, Inc.

Ad No. 1045—"WE STOP AT NOTHING"—Rog. No. 74019—Page—1994 x 11 1/2 inches—4 1/2—Standard Superlatents, 1982

(A)

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We stop at nothing.

And that's something you'll
enjoy right from the start.

Because that little bit of
nothing at the end of our
cigarette keeps your lips from
touching the tar that builds up
on the filter.

Flush filters can't do that.
Which is why Parliament
Lights are so tastefully light.

And that's nothing to make
light of.



**Only Parliament Lights has
the famous recessed filter.**

Available in
Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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King: 8 mg "tar," 0.8 mg nicotine—100's; 11 mg "tar," 1.0 mg nicotine av. per cigarette, 100's; Super 100's: 11 mg "tar," 1.1 mg nicotine av. per cigarette, 100's.

